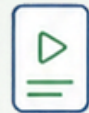


Not All Tech Is Created Equal

Different digital activities and designs offer different benefits and risks.

Compare the activity, the design and the context.

Benefits and risks vary within each category.
Features overlap across services

<p>Video calls with familiar people</p>  <p>POTENTIAL BENEFITS connection, family contact, social support</p> <p>RISKS TO CHECK Check who is involved, privacy and recording settings; support young children to take part.</p>	<p>Creative tools</p>  <p>POTENTIAL BENEFITS Opportunities to create, make choices and practise specific skills.</p> <p>RISKS TO CHECK Time displacement, purchases, advertising, privacy and sharing features.</p>	<p>Content and apps marketed for learning</p>  <p>POTENTIAL BENEFITS Suitable, well-designed content can support specific learning goals and curiosity.</p> <p>RISKS TO CHECK Educational claims may be untested. Check age fit, distractions, advertising, privacy and evidence of learning.</p>	<p>Long-form entertainment</p>  <p>POTENTIAL BENEFITS enjoyment, shared family viewing, storytelling</p> <p>RISKS TO CHECK Prolonged viewing, autoplay, advertising, unsuitable content and use that displaces sleep and other activities</p>
<p>Gaming</p>  <p>POTENTIAL BENEFITS Enjoyment, challenge and opportunities for creativity, cooperation and specific skills.</p> <p>RISKS TO CHECK Features that prolong play, purchases or gambling-like mechanics, harmful contact, bullying, and late-night use.</p>	<p>Messaging / group chat</p>  <p>POTENTIAL BENEFITS communication, belonging, coordination</p> <p>RISKS TO CHECK Conflict, bullying, exclusion, unwanted contact, privacy breaches and pressure to stay available.</p>	<p>Social media</p>  <p>POTENTIAL BENEFITS Opportunities for expression, connection, community and access to information of varying quality.</p> <p>RISKS TO CHECK Harmful comparison, bullying, unwanted contact, harmful content, engagement-driven feeds and commercial use of personal data.</p>	<p>Algorithmic short-video feeds</p>  <p>POTENTIAL BENEFITS Entertainment, discovery, creative expression and access to information of varying quality.</p> <p>RISKS TO CHECK Personalised recommendations, repeated harmful content, prolonged scrolling, advertising and variable moderation.</p>

Context matters

Age, individual needs, content, design, timing, social context and adult support can change the experience.



Digital wellbeing depends on context.

Family choices are shaped by commercial products, social pressures and public policy.



Platform design and commercial practices carry risks

Addressing these risks requires action beyond individual families.



Parents have limited direct control over how digital services are designed and governed.

Product design, advertising, engagement features, data practices, peer pressures, company decisions and regulation.



Parents can shape a lot.

Home setup, family expectations, available safety settings and conversations with schools.



Act where you have influence, seek support where you need it, and advocate for safer digital environments for all children.

In Australia, covered social media platforms must take reasonable steps to prevent under-16s from having accounts. This does not make other services risk-free.